



**JOINT HEARING ON THE MASTER PLAN FOR HIGHER EDUCATION  
UNIVERSAL ACCESS  
February 2, 2010**

**Simpson University  
Redding, California  
President-Larry J. McKinney, Ed.D.**

Thank you for the privilege of testifying on behalf of Simpson University and the Association of Independent California Colleges and Universities.

**Brief Comments on private higher education and AICCU**

- Approximately 38 percent of accredited, non-profit, degree granting higher education institutions in the U.S. are private; 22 percent are religiously affiliated
- AICCU represents 75 WASC accredited, non-profit, degree-granting, private colleges and universities in California; 33 of the member institutions are religiously affiliated
- False perception that private higher education is elite, expensive, and in some cases, narrowly sectarian

**Background on Simpson University:**

- Founded in 1921
- Private Christian university of liberal arts and professional studies
- Accredited by the Western Association of Schools and Colleges and the California Commission on Teacher Credentialing; recognized by the California Board of Behavioral Sciences
- 25 undergraduate majors, plus graduate programs in education, counseling psychology, and theology
- Newest undergraduate programs include: nursing, outdoor leadership, teaching English to speakers of other languages, and ROTC; newest graduate degree programs include: M.A. in Counseling Psychology and a Master of Divinity.
- Relocated to Redding from San Francisco in 1989, enrollment has multiplied by more than six times in the past 20 years
- 85 acre campus has been developed in the northeast corner of Redding
- Mission Statement: *As a Christ-centered learning community, Simpson University develops students in mind, faith, and character to influence the world through leadership, scholarship, and service.*

**Profile of Redding and Shasta County:**

- Population of City of Redding 92,000; Shasta County 183,000
- Median family income tends to be about \$12,000 less than the state average
- Unemployment tends to be about 5 percent higher than the state average
- Higher Education Patterns:
  - Bachelor's Degree: Shasta Co. 11.3 percent, California 17 percent, U.S. 15.1 percent
  - Graduate/Professional Degree: Shasta Co. 5.3 percent, California 9.5 percent, U.S. 8.9 percent

**Demographic Profile of Simpson University:**

- 1181 students enrolled for fall 2009; cumulative enrollment for 2009-2010 will be approximately 1400 students
- 79 percent of traditional undergraduate students from California; more than 90 percent of continuing studies students and graduate students from California
- 25 different states and 35 different countries are represented in the student body

- 30 different denominations or church traditions are represented in the student body
- 25 percent of the students come from ethnically diverse backgrounds
- 31 percent of the students are first-generation college students
- 47 percent of the students come from homes where the joint family income is less than \$40,000
- 45 percent of the Simpson University California students receive the Cal Grant; an even higher percentage receive the Pell Grant
- 94 percent of all students receive some type of financial aid; 99 percent of all traditional undergraduate students receive some type of financial aid

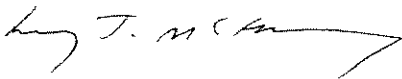
#### Educational Outcomes:

- More than 7,000 graduates from Simpson University in the 20 years that the Institution has been in Redding
- More than 2,000 students have received a master's degree or teaching/administrative credential
- More than 2,500 students have earned their bachelor's degree through the degree completion program, ASPIRE
- Approximately 1,300 students have served on cross-cultural mission teams and service-related projects in the past 15 years
- Named to the *President's Higher Education Community Service Honor Roll* for exemplary commitment and involvement in serving the local community
- Strong relationship with local churches, service organizations, businesses, hospitals, schools, city and county governments, healthy "town and gown" relationship

#### Concluding Thoughts:

- Simpson University, which may be a case study for many other private colleges and universities in California, is not elite, is not too expensive, and is not narrowly sectarian.
- Simpson University is deeply committed to student access and affordability as we serve a growing student body.
- This would not be possible without the generous support that the State provides to our students through the Cal Grant.
- Thank you for your critical role in enabling Simpson University to carry out its mission of *influencing the world through leadership, scholarship, and service*.
- Thank you for assisting Simpson University in being a major educational contributor to Redding and the beautiful North State.

Sincerely,



Larry J. McKinney  
President

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